

JM 112080301

CPF - WFLA Tampa

			SUN	MON	TUES	WED	THURS	FRI	SAT	WEEK TOTAL
			xxx	xxx	xxx	xxx	xxx	xxx	8/4/2012	
NBC										
Sat	10:00a-6:00p	\$7,500.00	xxx	xxx	xxx	xxx	xxx	xxx	2	\$15,000.00
										\$15,000.00
			SUN	MON	TUES	WED	THURS	FRI	SAT	WEEK TOTAL
			8/5/2012	8/6/2012	8/7/2012	xxx	xxx	xxx	xxx	
NBC										
Mon-Fri	7:00a-10:00a	\$2,000.00	xxx	1	1	xxx	xxx	xxx	xxx	\$4,000.00
	10:00a-5:00p	\$700.00	xxx	2	2	xxx	xxx	xxx	xxx	\$2,800.00
Sun	10:00a-6:00p	\$7,500.00	1	xxx	xxx	xxx	xxx	xxx	xxx	\$7,500.00
										\$14,300.00

Gross \$29,300.00  
 Less 15% \$4,395.00  
**\$24,905.00**

AM 8/3

8/6/12 FR

**Southern Campaign Resources**  
 235 E Virginia Street  
 Tallahassee FL 32301

**Committee To Protect FI/ Issue**  
 Submission Number 125 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> Committee To Protect FI/ Issue	<b>Submission Cost:</b> 29300	<b>Campaign Ref:</b> JM112080301
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> WFLA Political
<b>Schedule Dates:</b> 07/30/12 to 08/12/12	<b>Weeks:</b> 2	<b>Order Ref:</b>
<b>Est./PO Number:</b>	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

<b>Product:</b> Committee To Protect FI/ Issue	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
1	Olympics Summer Daytime WKND Sa-Su .....SS	7500	30 Comme	Nbr of Spots	3	3	22500
2	M-F 7a Today Show MT.....	2000	30 Comme	Nbr of Spots	2	2	4000
3	Olympics Summer Daytime MT.....	700	30 Comme	Nbr of Spots	4	4	2800
<b>Weekly Totals: Total Spots(Ord Spots)</b>				3	6	9	

Grand Totals			
		Month 8 Weeks: 4	
Totals		07/30	08/06
Spots	9	3	6
Cost	29300	22500	6800

<b>Grand Totals:</b>	<b>Spots:</b> 9
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Gross Total:	29,300.00
Commission:	4,395.00
Net Total:	24,905.00

NAB Form PB-17 Issues

**AGREEMENT FORM FOR  
NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b> WFLA Tampa	<b>Date:</b> 6/26/12
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I, Erin Pennington  
do hereby request station time concerning the following issue:

Jeff Brandes
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	see attached				

**Total Charges:** \$4,590.00

This broadcast time will be used by: Committee to Protect Florida

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

n/a

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Committee to Protect Florida

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

6/26/12      [Signature]      (850) 224-5909  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21847  
Southern Campaign Resources  
235 E Virginia Street  
TALLAHASSEE FL 32301

REP: WFLA ( Local ) Misc  
SLSP: WFLA Political  
ADV: Committee To Protect Fl/ Iss  
PROD: Committee To Protect Fl/ Iss

2012  
INVOICE DATE 08/26/12  
ORDER TYPE Political  
WFLA I SS  
JM112080301  
WFLA  
INVOICE NUMBER 0100031783  
PAGE 1  
BROADCAST MONTH 07/30/2012 - 08/2  
SCHEDULE DATES 7/30/12- 8/12/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
Olympics Summer Daytime WKND				S		*WFLA			
7500.00	1	3		8/04	SA	02:22P	30 BRND0102	7500.00	:30 Commercial
				8/04	SA	04:35P	30 BRND0102	7500.00	
				8/05	SU	04:04P	30 BRND0102	7500.00	
M-F 7a Today Show						*WFLA			
2000.00	2	2		8/06	MO	07:56A	30 BRND0102	2000.00	:30 Commercial
				8/07	TU	07:26A	30 BRND0102	2000.00	
Olympics Summer Daytime						*WFLA			
700.00	3	4		8/06	MO	10:42A	30 BRND0102	700.00	:30 Commercial
				8/06	MO	02:00P	30 BRND0102	700.00	
				8/07	TU	01:13P	30 FRIS0814	700.00	
				8/07	TU	02:00P	30 BRND0102	700.00	
Total Airtime Gross Spot Revenue:								29,300.00	

PERIOD COST 29,300.00

9 Total Units  
ACTUAL GROSS BILLING 29,300.00  
AGENCY COMMISSION 4,395.00  
NET DUE 24,905.00  
SUB-TOTALS Debits .00 Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER Committee To Protect Fl/ Iss  
PRODUCT Committee To Protect Fl/ Iss

INVOICE NUMBER 0100031783  
BROADCAST MONTH 07/30/2012 - 08/26/  
AMOUNT DUE 24,905.00

REMIT TO:

\*00195

000021847  
Southern Campaign Resources  
235 E Virginia Street  
TALLAHASSEE FL 32301

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



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